



# The last of the Embargo

*Not by Fenimore Cooper.*



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TORONTO, ONT.



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# THE LAST OF THE EMBARGO

By

Edward R. Cross



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**W**HEN NOAH raised his embargo on the cattle in his Ark and released them, he probably was quite unconcerned how they found their way into the kitchens of those days.

When the British Government lift the thirty years' embargo on Canadian store beasts on April 1st 1923, they are equally unconcerned.

But the wide-awake Canadian Exporter of cattle has only himself to blame if he fails to investigate the line of least resistance when getting his beasts into the greatest meat-eating area of Britain; into the trademen's entrance of the most densely-populated meat-consuming area in the world.

The removal of the long embargo against Canadian live stock entering Britain, raises an important question.



This question is: "What is the most direct and the least expensive route for transport of cattle into the butcher shops and kitchens of the teeming millions of Britain?"

Here is the answer.

Follow a cattle boat as it steams from Canada.

Across the wide Atlantic the boat comes; its objective is to cast anchor in the closest proximity to the larders and kitchens of the greatest number of British people—the notorious meat-eating communities of Lancashire and the North.

This, of course, means entering the Mersey.

The wise Cattle Exporter, however, knows that disembarking at the mouth of the Mersey implies Town dues, dock charges, unloading, reloadings into railway trucks and probably a railway journey, with further unloadings, before the beasts reach the Great Cattle Market of Lancashire, the famous Salford Live Stock Market, where buyers from 100 towns regularly gather.





*Canadian Cattle being landed adjacent to  
Salford Cattle Market*

Therefore, the wise Cattle Exporter does not disembark his Cattle at the Mersey Mouth. No!

His cattle boat enters the Manchester Ship Canal at Eastham and arrives serenely, thirty-five miles inland, right opposite the most complete system of cattle unloading facilities and Lairages, and adjacent to the largest Live Stock Market in Britain—**THE SALFORD CATTLE MARKET.**

The boat skipper can observe the incense rising from five million kitchens where joints of roast beef are prepared. He has reached the hub of British meat distribution. He is landing his cattle, as it were, on the doorsteps of half the population of Britain.



Generally, the cost of ship freightage from Canada direct to Salford Market, via Manchester Ship Canal, is no more than freightage to Liverpool, or any other Port further removed from the vast army of meat consumers. And the job of getting the beasts safely thirty-five miles inland is cut out by disembarking at **SALFORD MARKET**.

Why then go the long way round?

The advantages of shipping cattle direct to the Great Salford Cattle Market, are made still clearer by the following facts.

#### ARRIVAL AT THE DOCKS

The cattle boat is berthed at a special wharf frontage of 800 feet, with landing stage and three jetties, where the most approved, scientific and up-to-date facilities for landing cattle are provided. It is also a simple matter to lead the cattle at once into the **SALFORD CATTLE MARKET**.

#### LAIRAGES

At the landing wharf there is ample Lairage accommodation for 1,900 cattle and 1,000 sheep at a time, and





*Fine Railway Depots and facilities for Cattle  
adjoining Salford Market*

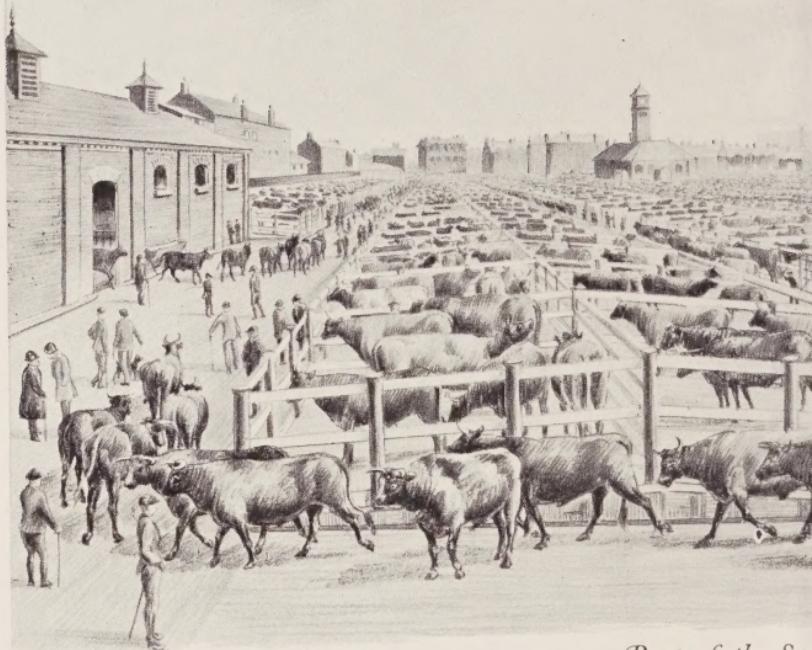
acres for further accommodation at call. The lairs are very substantial buildings of good brick, with slate roof. Every possible provision and facility is provided and whether going at once into Salford Market, or passing to grazing grounds, all arrangements are on the spot and instantly available according to the highest standard.

#### CONDITION OF CATTLE

The Docks being adjacent to the Cattle Market, has an important and good effect upon the condition of the cattle when offered for sale.

Cattle walk direct from the boat into commodious lairages with fresh bedding down and plenty of good food and water. They rest quietly and are fed and cared for regularly until transferred to the **SALFORD CATTLE MARKET**.





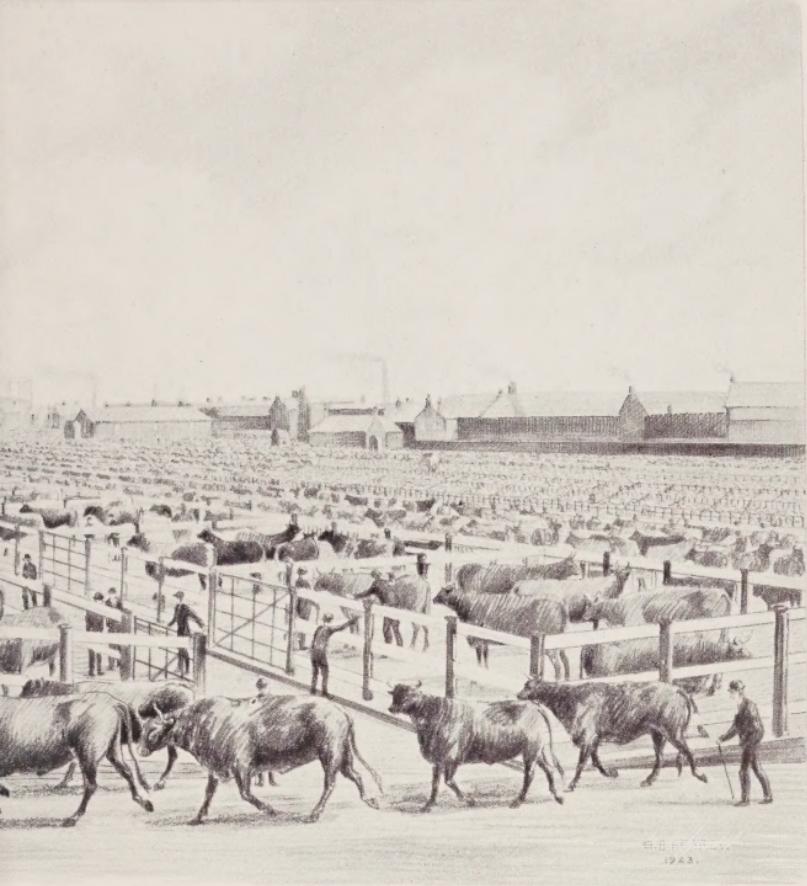
*Part of the Salford Cattle Market*

## SALFORD ENSURES PRIME CONDITION

There is a great gulf fixed between the prime condition of cattle landed right at the door of the Cattle Market, and the poor condition of cattle landed at some outside port, chivvied about, loaded into cattle trucks, shunted up and down, and eventually taken a railway journey of 35 miles or more, unloaded again, and driven as it were from pillar to post, until sold.

Cattle landed adjacent to the **SALFORD CATTLE MARKET** are in good condition; result, good prices for Canadian Cattle.





' Cattle Market

## SALFORD LIVE STOCK CATTLE MARKET

This greatest Live Stock Market in Britain is in close proximity to the Docks landing Wharf, and in this Market are obtained the best prices for beasts, because here gather regularly the leading buyers from over 100 towns, and here are the men who govern the supply of meat to more than half the population of the British Isles.

Experienced drovers are always available to usher cattle into Market and Officials to care for them until sold at best market prices.



*Ten and a half Acres* Salford Market's  $10\frac{1}{2}$  acres are planned to give every facility for accommodating the cattle and showing them off to purchasers to advantage.

*Buildings* It contains a great area of permanent buildings for accommodation of a vast number of cattle under cover.

*Road Amenities* In the event of Cattle going by road to a destination or to the grazing grounds close at hand, the Salford Cattle Market is adjacent to the main thoroughfares.

*Banking* The five leading Banks of the country, each have branch offices in the **SALFORD MARKET**.

*Regular Sales* There are regular Sales; the meat buyers from over 100 towns, the great industrial centres of Britain, all regularly gather in **SALFORD MARKET**. The Irish cattle sales are on Tuesdays, but special Markets will be held for Canadian Live Stock to suit the disembarkation, and these sales will be frequent and widely advertised in the Press.



*Another Cattle Railway Depot adjoining  
Salford Cattle Market*

Salford Market has over 300 *Cattle Pens* specially-built cattle pens and 1,000 sheep pens. There is first-class accommodation for 26,000 head at one time.

The lairs are absolutely up-to-date, in fact, H.M. Inspector of Ministry of Health recently pronounced them the finest lairs in this country.

*Official Commendation*

Feeding arrangements and *Feeding and Watering* watering are perfect, with water troughs in all lairs and in the Market.

An experienced Veterinary Inspector is in attendance for *Veterinary Inspector* the care of the cattle.

There are night watchmen constantly walking through the lairs all night to safeguard the cattle and prevent untoward happenings.

*Night Attendants*



*Cleansing*

The sanitation and cleansing are all systematic and in accordance with the regulations and requirements of the Ministry of Agriculture.

*Slaughter Houses.*

There are six up-to-date Slaughter Houses, with all modern conveniences, two weighing machines, two weigh bridges, and every conceivable facility for those connected with the Cattle Trade and its allied trades, including the hide and skin dealers, all of whom have offices in the Market precincts.

*All Allied Trades*

It is essentially a Butchers' Market.

*The Best Sales*

The best place to land and sell cattle is where the freightage cost is cheapest and where the greatest number of beasts are constantly in demand.

*Corporation Control*

Salford Cattle Market is under the control of the Salford Corporation ; it is, therefore, a public service and not an enterprise for private profit.

*Diagrams*

The two diagrams on the folding sheet at end of this booklet, indicate clearly the advantages of shipping cattle direct to SALFORD MARKET.





*Road Entrance to Salford Cattle Market*

SALFORD HAS THE  
LARGEST CATTLE  
MARKET IN GREAT  
BRITAIN.

*Largest  
Market in  
Great Britain*

MORE LIVE STOCK  
PASS THROUGH SAL-  
FORD MARKET THAN  
THROUGH ANY OTHER  
MARKET IN BRITAIN.

AS MANY AS A  
MILLION ANIMALS  
HAVE PASSED  
THROUGH SALFORD  
CATTLE MARKET  
DURING A YEAR.

All further information will  
be quickly supplied on written  
application to the Market  
Superintendent, Cattle Market,  
Salford :: England.

*Further  
Information*



# INDUSTRIAL MAP OF ENGLAND & WALES SHOWING LOCATION OF SALFORD CATTLE MARKET

by kind permission of Trafford Park Estates Ltd., Trafford Park, Manchester



The population within a radius of 100 miles of Salford Cattle Market is:

- (a) More than the combined populations of Canada and the Union of South Africa.
- (b) Nearly half the population of the British Isles.
- (c) Over three times the population of Australia.
- (d) Over fifteen times the population of New Zealand.
- (e) Nearly one-fifth the population of the United States.
- (f) Equal to the total population of the British Empire outside the British Isles.

19 millions of people live within 100 miles of Salford





THE COMING OF CATTLE FROM CANADA TO SALFORD! CATTLE MARKET IS HERE INDICATED

#### LOCATION

The Industrial Map of Britain on page 12 shows the magnificent geographical and strategical location of Salford Cattle Market with relation to the great industrial areas of population; the large meat-consuming areas and all the great Cities and Towns of Britain.



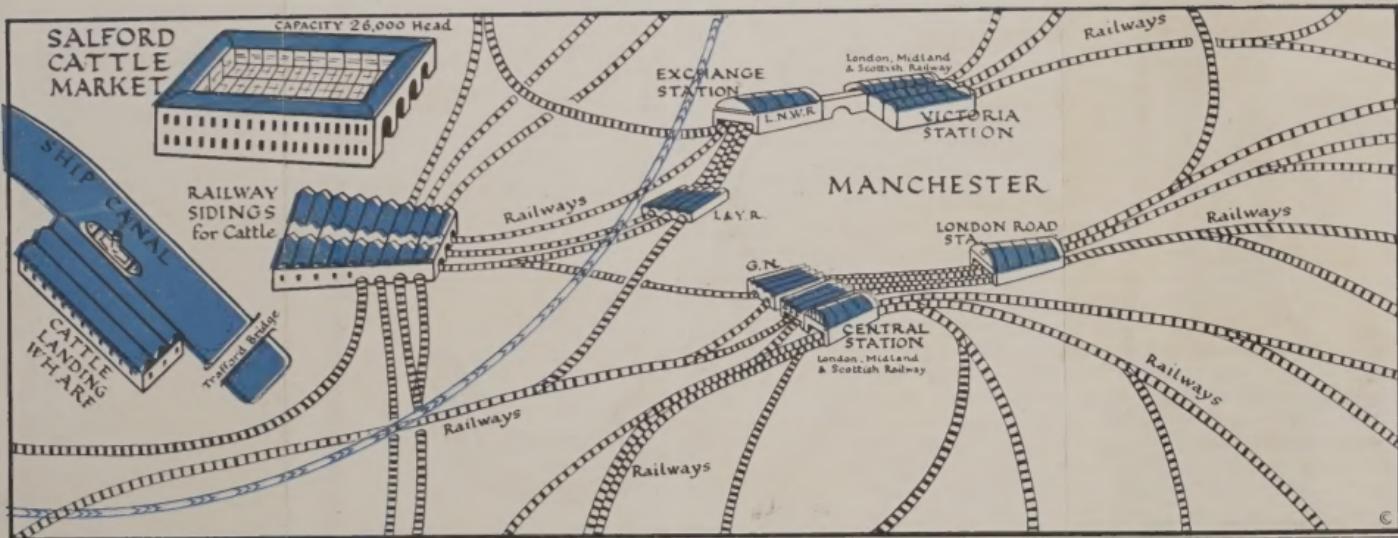
#### DIAGRAMS

The diagrams on this folding sheet indicate more clearly than words why Salford Cattle Market holds its premier position and is the most advantageous entre-port for Canadian Cattle. The only direct route from CANADA to consumer is via SALFORD.



*One of the Railway Depots for Cattle, adjoining  
Salford Cattle Market*





ABOVE DIAGRAM INDICATES THE EFFICIENT RAILWAY FACILITIES FOR DISTRIBUTING CANADIAN CATTLE FROM SALFORD CATTLE MARKET TO ALL PARTS OF BRITAIN

#### RAILWAY FACILITIES

After cattle have been successfully sold in the great Salford Market, there are absolutely incomparable railway transport facilities adjoining the Market. Here is a perfect system of railroad depots, planned for speedily handling cattle, having immediate connection with all the railway systems of Britain.



#### RAILWAY FACILITIES

Practice makes perfect, and years of experience go to the efficient Railway Organisation at Salford. One of the depots is the largest in Britain, has eight platforms, and can accommodate 160 cattle trucks for loading and unloading at one time. Salford is at the heart of Britain's Meat-distributing Arteries.



Road Entrance to Salford Cattle Market



FURTHER INFORMATION  
AS TO  
SHIPPING FACILITIES  
ON APPLICATION TO

MANCHESTER  
LINERS LTD.

MANCHESTER LINERS HOUSE  
ST. ANN'S SQUARE

MANCHESTER, ENGLAND

or their Canadian Agents

FURNESS, WITHY & CO. LTD.

Furness House  
43 St. Sacrament St.

MONTREAL

and

R. DAWSON HARLING

28 Wellington St. East

TORONTO

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AND TO

MANCHESTER  
SHIP CANAL CO.

HEAD OFFICE, SPRING GARDENS

MANCHESTER, ENGLAND

or their Canadian Representative

R. DAWSON HARLING

28 Wellington St. East

TORONTO

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MARKET INFORMATION

from The Superintendent

CATTLE MARKET  
SALFORD, ENGLAND



The  
coming of  
Cattle  
from  
Canada



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